

BRIEFS



ZINNCO TO REP TESSENDERLO KERLEY

TOLEDO, Ohio — Zinnco Marketing Services is the new distributor for Tessenderlo Kerley's small package line of slow-release fertilizers. The product line includes N-Sure-Lite (30-0-0, 50 percent SRN), KTS (Potassium Thiosulfate), Trisert-KS (15-0-12-8 S, 60 percent SRN) and Trisert (13-3-4, 50 percent SRN). Zinnco, located here, brings more than 15 years experience selling specialty fertilizers to horticultural, turf and ornamental markets. For information, call 419-385-8513.

JACKLIN CREATES SALES POSITION

POST FALLS, Idaho — Medalist America has announced the establishment of a new sales coordinator position, to be filled by Wade P. Jacklin. The sales coordinator position entails working closely with Medalist's regional turf specialists to ensure customer satisfaction. Jacklin will be working directly with the general manager of Medalist America, Rick Myers. He will also work directly with Medalist's Albany, Ore. office to coordinate blending and shipping.



Wade Jacklin

STRAWBRIDGE JOINS ANCHOR WALL

MINNETONKA, Minn. — Doug Strawbridge has been named executive vice president and general counsel for Anchor Wall Systems, Inc. Strawbridge will oversee legal affairs, licensing activities and general business administration and management. He joins Anchor from Merchant & Gould, one of the country's most respected intellectual property firms, where he was a senior vice president and member of the executive committee. He has worked with Anchor Wall Systems since the firm's earliest days, providing invaluable counsel along the way.

BEAZLEY TO REP SANDOZ AGRO

DES PLAINES, Ill. — Sandoz Agro, Inc. has named Paul Beazley the Turf & Ornamental sales representative for the Midwest region. Beazley's territory includes Illinois, Wisconsin and Missouri. Previously, Beazley was an account representative for San-doz. Beazley came to the company from Pena-gro, a division of Helena Chemical Co., where he was a sales/customer service rep. Beazley can be contacted at: 847-605-8180.



Paul Beazley

Belgian firm buys fertilizer foothold in U.S.

PHOENIX, Ariz. — Hickson Kerley, the manufacturer and marketer of specialty liquid fertilizer products such as N-Sure, Formolene-Plus, KTS and Trisert — all aimed at the golf course and lawn care markets — has been acquired by the Tessenderlo Group of Brussels, Belgium. The company's name has been changed to Tessenderlo Kerley, Inc.

Tessenderlo Kerley, based here, will become part of the Chloralkali and Inorganic Division of Tessenderlo Chemie, a leading producer of sulfate of potash and feed phosphates in Europe. The company also produces chlorine caustic soda, caustic potash and derivatives for industrial purposes.

Tessenderlo Kerley, a manufacturer and marketer of innovative liquid plant nutritional products and technologies for the agricultural and specialty markets, will continue to be based here in Phoenix. The company employs 250 people and has sales of \$80 million. The acquisition of Hickson Kerley from Hickson International represents Tessenderlo's first entry into the green industry market in the United States.

Jordan Burns, formerly the general manager of Jupiter Chemical Co., has been named chief operating officer of the company. Livio Lederer, president of Tessenderlo USA, represents

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ACQUISITIONS

NFAI umbrella covers Sustane

CANNON FALLS, Minn. — Natural Fertilizer of America, Inc. (NFAI) has acquired the business operations of Sustane Corp. and Bio Grounds Keeper, according to NFAI President Craig Holden.

NFAI produces organic-based fertilizers and related products for the commercial turf, horticulture and specialty agriculture industries. The new structure for Sustane Corp. was recently formed and capitalized by Holden and a group of six Twin City-area businessmen who have committed up to \$5 million to finance the growth of the business.

Holden said key employees will remain with Sustane, including the company's experienced technical staff. "Our manufacturing plant is operating at nearly double its previous output capacity to meet our customers' product requirements," Holden said. "Our management focus is to provide well researched, quality products, excel-

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EDUCATION

Ransomes will sponsor GCSAA seminar program

LAWRENCE, Kan. — The Golf Course Superintendents Association of America (GCSAA) has announced a partner for its seminar program. Ransomes America Corp., one of the largest global manufacturers of golf course maintenance equipment, has signed a multi-year agreement to support the association's educational seminars.

GCSAA's 1996-97 seminar season begins July 1. More than 150 seminars are planned, offering attendees the opportunity to learn course management skills from

turfgrass scientists, researchers and professors, as well as superintendents and industry representatives. Seminar topics range from writing Integrated Pest Management (IPM) programs to maximizing employee effectiveness and designed to enhance the skills, knowledge and professional image of the golf course superintendent.

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NEW PRODUCT OF THE MONTH

The Agricultural Division of Nurtramax Laboratories, Inc. has introduced Macro-Sorb, an amino acid-based plant biostimulant that helps maintain more uniform and lasting plant growth by minimizing the chance of turfgrass loss during periods of extreme adverse conditions. Macro-Sorb contains L-form amino acids whose presence greatly reduces the energy requirements a plant would normally have for their production (they also increase photosynthetic activity in addition to water and nutrient efficiency). The energy saved can then be used by the plant for other vital purposes, like dealing with heat and cold stress. For more information, contact Nurtramax at 1-800-925-5187. For more new products, see page 58.



WILMINGTON, Del. — Reward Landscape and Aquatic Herbicide has received a supplemental label affecting water-use restrictions. Manufactured by Zeneca Professional Products, Reward is a non-selective, fast-action herbicide for weed management in aquatic and grounds maintenance areas.

The new supplemental label allows for a shorter waiting period following the application of Reward in all water-use situations. The use restriction for irrigation in turf and nonfood crops has been reduced to one to three days, depending on the application rate. According to the supplemental label, there is no waiting period following the application of Reward for swimming and fishing. In addition, the Reward label now includes a five-day restric-

Zeneca's Reward expands water-use



tion for spray tank applications. Refer to the product use label for complete directions, restrictions and application rates.

WILMINGTON, Del. — Finale herbicide has received approval from the New York State Department of Environmental Conservation for use by turf and landscape professionals. Finale is a non-selective water-soluble herbicide which provides broad spectrum control of emerged annual and

perennial grass and broadleaf weeds.

The New York state registration covers all counties with the exception of Nassau and Suffolk.

The active ingredient in Finale, glufosinate-ammonium, closely resembles the naturally occurring amino acid, glutamic acid. Glufosinate-ammonium degrades into natural compounds such as carbon dioxide, nitrogen and water. Under normal conditions, its half life in soil and water is between seven and 20 days.

MIDDLEBURY, Conn. — The EPA has approved a revision of the label by Bonzi to include containerized ornamentals.

The revised label also includes modified rate recommendations and application instructions.